

1 Amend 2 Cal. Code Regs. Section 18435 to read:

2 **§ 18435. Definition of Mass Mailing and Sender.**

3 (a) A "mass mailing" has been made when over two hundred substantially similar pieces  
4 of mail have been sent within a calendar month.

5 (b) The sender, as used in Government Code Section 84305, is the candidate or  
6 committee who pays for the largest portion of expenditures attributable to the designing,  
7 printing, and posting of the mailing which are reportable under Government Code Sections  
8 84200-84217.

9 (c) For purposes of this section to "pay for" a share of the cost of a mass mailing means  
10 to make, to promise to make, or to incur an obligation to make, any payment:

11 (1) To any person for the design, printing, postage, materials or other costs (including  
12 salaries, fees, or commissions) of the mailing; or

13 (2) As a fee or other consideration for an endorsement or, in the case of a ballot measure,  
14 support or opposition, in the mailing.

15 (d) The identification required by Section 84305 shall be preceded by the words "Paid  
16 for by." These words shall be presented in the same size and color as the identification required  
17 by Section 84305, and shall be immediately adjacent and above or immediately adjacent and in  
18 front of the required identification.

19 Note: Authority cited: Section 83112, Government Code. Reference: Sections 82041.5 and  
20 84305, Government Code.